

MEDICAL CANNABIS ADVERTISING GUIDE

Health-General Article, §13-3313.1, Annotated Code of Maryland

General Advertising Requirements:

For Growers, Processors, Dispensaries, Independent Testing Laboratories, Certifying Providers, & Third-Party Vendors

	
<p>All Advertising: DO include a statement that medical cannabis products are for use <u>only</u> by a certified patient</p> <p>Medical & Therapeutic Claims: DO make medical or therapeutic claims only when supported by substantial clinical evidence DO include information on side effects and risks</p> <p>Websites: DO use an age-screening mechanism (18+)</p> <p>Social Media & Mobile Apps: DO include notifications that:</p> <ul style="list-style-type: none"> ✓ A person must be at least 18+ to view the content ✓ Cannabis use is only for certified patients <p>Product Packaging: DO include the following statements:</p> <ul style="list-style-type: none"> ✓ Consumption of medical cannabis may impair your ability to drive a car or operate machinery. Please use extreme caution ✓ There may be health risks associated with cannabis use, especially during pregnancy or breast-feeding ✓ This package contains cannabis. Keep out of the reach of children and animals 	<p>All Advertising: DO NOT make false or misleading statements</p> <p>DO NOT use designs or pictures that:</p> <ul style="list-style-type: none"> ✗ Encourage recreational use of cannabis ✗ Target minors (Cartoons, mascots) ✗ Display use of cannabis (Smoking, vaping) ✗ Are obscene <p>SIGNAGE: DO NOT place ads within 500 feet of a:</p> <ul style="list-style-type: none"> ✗ School ✗ Licensed Child Care Facility (<i>including registered home child care centers</i>) ✗ Substance Abuse or Treatment Facility ✗ Library or Recreation Center ✗ Public park or Playground <p style="padding-left: 40px;">(This does not apply to ads placed on property owned or leased by a grower, processor, or dispensary)</p> <p>Product Packaging: DO NOT use labels or packaging that:</p> <ul style="list-style-type: none"> ✗ Resembles commercially available food or candy ✗ Contain statements or designs suggesting the product is anything other than medical cannabis ✗ Contain logos that suggest the product has been endorsed by another state or agency

For additional information, please see Advertising FAQ's